

Listing of Claims

This listing of claims will replace all prior versions, and listings of claims in the application:

- Claim 1. (previously presented) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:
- (a) transferring multiple records of individual customers from an existing database to the web-based database automatically and without express registration action in the web-based database by the individual customers;
 - (b) populating the web-based database with the multiple records of the individual customers from the existing database without express registration action in the web-based database;
 - (c) creating a unique access accounts for the multiple individuals customers without express registration action in the web-based database by the individuals;
 - (d) transmitting each access account to each individual of the multiple individual customers; and
 - (e) enabling remote maintenance of the individual records by the individual customers by use of the unique access account in the web-based database preventing access to the existing database by individual customers.
- Claim 2. (previously presented) The method of claim 1, wherein the records are received by transfer across an electronic link.

- Claim 3. (previously presented) The method of claim 2, wherein the electronic link is electronic mail.
- Claim 4. (previously presented) The method of claim 2, wherein the electronic link is selected from satellite systems, cable systems, direct modem connections, network connections, VPN connections, or Intranet connections.
- Claim 5. (previously presented) The method of claim 1, wherein the populating of the web-based database with the individual customer records further comprises automatically mapping the records.
- Claim 6. (previously presented) The method of claim 1, wherein the populating of the web-based database with the individual customer records further comprises manually mapping the records.
- Claim 7. (previously presented) The method of claim 1, wherein the unique access accounts are generated automatically.
- Claim 8. (previously presented) The method of claim 1, wherein the unique access accounts are transmitted to the individuals by fax.
- Claim 9. (previously presented) The method of claim 1, wherein the unique access accounts are transmitted to the individuals by email.
- Claim 10. (previously presented) The method of claim 1, wherein the unique access accounts are transmitted to the individual customers by a media selected from voice mail, physical address, or pager.
- Claim 11. (previously presented) The method of claim 1, wherein the remote

maintenance occurs across the Internet.

Claim 12. (previously presented) The method of claim 1, wherein the remote maintenance comprises altering the individual customer records.

Claims 13–16. (previously cancelled)

Claim 17. (previously presented) A remotely accessible data storage system, comprising:

- (a) a web-based database automatically populated with multiple customer data records without express registration action in the web-based database wherein said multiple customer records are transferred from an existing database;
- (b) an account generator provided for creating unique access accounts for the multiple customer data records;
- (c) a broadcast system provided for distributing the unique access accounts to the multiple customer without a customer request; and
- (d) an update system provided to enable customer access to the customer data records by use of the unique access accounts.

Claim 18. (previously cancelled)

Claim 19. (previously presented) The remotely accessible data storage system of claim 17, wherein the customer data records include marketing profiles.

Claim 20. (previously presented) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the unique access accounts by facsimile.

Claim 21. (previously presented) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the unique access

accounts by email.

Claim 22. (previously presented) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the unique access accounts by the media selected from voice mail, instant messaging, mail, or by pager.

Claim 23. (previously presented) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the unique access accounts by a combination of fax, email, and voice mail.

Claim 24. (previously presented) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:

- (a) transferring multiple customer records comprising contact information of multiple customers from an existing database to the web-based database automatically and without express registration action in the web-based database by the customers;
- (b) populating the web-based database with the records of the multiple customers from the existing database without express registration action in the web-based database;
- (c) creating unique temporary access accounts for each of the multiple customers without express registration action in the web-based database by the customers;
- (d) broadcasting the unique temporary access accounts to the multiple customers;
- (e) enabling remote modification of the customer records by the customers by use of the unique temporary access account, including

enabling the change of the unique temporary access account to a permanent unique identifier and password chosen by the individual customer; and

- (f) automatically updating the customer records in the web-based database.

Claim 25. (previously presented) The method of claim 24 wherein the contact information comprises at least one type of information chosen from the group consisting of: mailing address; phone number; voice mail number; cellular phone number; pager number; beeper number; fax number; and email address

Claim 26. (previously presented) The method of Claim 24 wherein the remote modification is enabled by use of a telephone number.

Claim 27. (previously presented) The method of Claim 24 wherein the modification is a correction.

Claim 28. (previously presented) The method of claim 24 wherein the broadcasting is performed by at least one means chosen from the group consisting of: facsimile; email; telephone; mobile telephone; pager; and standard mail.